

Memorandum

Date: August 5, 2010
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Bed Race Event Grant Recommendation

Attached please find an Event Grant Application submitted by Bed Race to Aid Children, Inc. for sponsorship of the Bed Race to Aid Children, Inc. event on Sunday, October 17th in Loranger Square. The application requests an amount of \$2,500 to be used for t-shirts, signs and advertising areas. The Promotion Committee has reviewed the request and had lengthy discussion about how the event and request fits into the purpose and evaluation criteria of the event grant program. This is the first time that the event has been reviewed for sponsorship. An application was submitted last year past the review deadline and did not receive consideration as a result. The Promotion Committee **recommends \$200.00 towards sponsorship of the event and an additional \$200.00 in downtown gift certificates to be raffled off at the event as long as the compliance requirements for sponsorship recognition are met.** This amount is available in the 2010-2011 Promotion Committee Event Grant Program budget.

Thank you.